## **ORDER**

FIRST COAST NEWS

Orders	Order / Rev:	720213							
	Alt Order #:	06362581				FIRST FO	A YOU		
	Product Desc: RNC - ROMNEY			A GANNETT COMPANY					
	Estimate:	461				WJXX-TV			
	Flight Dates:	10/03/12 - 10/09	9/12	Primary AE	:	Jim Quinn			
	Original Date / Rev:	10/03/12 / 10/03	3/12	Sales Office	<b>e</b> :	T-PHI			
	Order Type:	Political		Sales Regio	on:	NAT			
Agency	Name:	American Ram	bler Productions/ I	POL					
	Buying Contact:				Billing Type:		Cash		
Billing Contact:		138 Conant Street		Billing Cale	Billing Calendar: Billing Cycle:		Broadcast EOM/EOC		
				Billing Cycle					
		Beverly, MA 01915		Agency Co	Agency Commission:		15%		
Advertiser	Name:	Romney, M/ RN	IC						
	Demographic:	A35+		New Busine	New Business Thru:				
	Product Codes:	PL-Presidential		Order Sepa	Order Separation:		00:15:00		
	Priority:	P-3		Advertiser E	Advertiser External ID:				
	Revenue Codes:	AGY, GEN, POL		Agency Ext	Agency External ID:				
Bill Plan				Totals					
Start Date	End Date # Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating	
10/01/12	10/09/12 59	\$20,345.00	\$17,293.25	October 2012	59	\$20,345.00	\$17,293.25	0.00	
				Totals	59	\$20,345.00	\$17,293.25	0.00	

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Jim Quinn			Start Of Order - End Of Order	100%	

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots	Rate Pri Rtg Type Spots	Amount
1 WJXX 10/08/12 10/09/12 GMJ CM M-F 6a-7a MT :30 2	\$90.00 P-3 0.00 NM 2	\$180.00
M-F 6a-7a		
MAX 1X DAY		
<u>Start Date                                  </u>		
Week: 10/08/12 10/14/12 MT 2 \$90.00 0.00		
2 WJXX 10/03/12 10/05/12 GMJ CM M-F 6a-7a TF :30 3	\$90.00 P-3 0.00 NM 3	\$270.00
M-F 6a-7a		
MAX 1X DAY		
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>		
Week: 10/01/12 10/07/12 TF 3 \$90.00 0.00		
3 WJXX 10/08/12 10/09/12 Good Morning America CM M-F 7a-9a MT :30 2	\$110.00 P-3 0.00 NM 2	\$220.00
M-F 7a-9a		
MAX 1X DAY		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/08/12 10/14/12 MT 2 \$110.00 0.00		
4 WJXX 10/03/12 10/05/12 Good Morning America CM M-F 7a-9a TF :30 3	\$110.00 P-3 0.00 NM 3	\$330.00
M-F 7a-9a		
MAX 1X DAY		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/01/12		
5 WJXX 10/08/12 10/09/12 Regis & Kelly CM M-F 9a-10a MT :30 2	\$75.00 P-3 0.00 NM 2	\$150.00
Regis & Kelly		
MAX 1X DAY		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/08/12 10/14/12 MT 2 \$75.00 0.00		

Print Date: 10/10/12 13:48:59 Page 2 of 4

WJXX-TV

Order / Rev: 720213

Advertiser:

Romney, M/ RNC

Alt Order #: 06362581 Product Desc: **RNC - ROMNEY** 

10/03/12 - 10/09/12 Flight Dates:

461

Estimate:

Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount WJXX 10/08/12 10/09/12 The View СМ M-F 11a-12p МТ-:30 \$225.00 P-3 0.00 NM \$450.00 M-F 11a-12p View MAX 1X DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 МТ----0.00 Week: 10/08/12 \$225.00 10/03/12 10/05/12 :30 \$225.00 P-3 WJXX The View CM M-F 11a-12p ---TF--0.00 NM 3 \$675.00 M-F 11a-12p View MAX 1X DAY **End Date** Weekdays Spots/Week Start Date Rate Rating 10/07/12 - - TF- -\$225.00 Week: 10/01/12 0.00 8 WJXX 10/08/12 10/09/12 M-F 1-2p МТ----\$100.00 P-3 The Chew CM :30 2 0.00 NM 2 \$200.00 The Chew MAX 1X DAY **End Date** Spots/Week Start Date Weekdays Rate Rating МТ----Week: 10/08/12 10/14/12 2 \$100.00 0.00 9 WJXX 10/08/12 10/09/12 FCN News at 5pm M-F 5p-5:30p МТ----2 \$80.00 P-3 CM :30 0.00 NM 2 \$160.00 M-F 5-5:30pm MAX 1X DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$80.00 0.00 10 WJXX 10/03/12 10/05/12 FCN News at 5:30 M-F 5:30p-6p ---TF--:30 \$110.00 P-3 CM 3 0.00 NM 3 \$330.00 M-F 5:30-6pm MAX 1X DAY Start Date **End Date** Weekdays Spots/Week Rate Rating ---TF--Week: 10/01/12 10/07/12 \$110.00 0.00 11 WJXX 10/03/12 10/05/12 FCN News at 7p CM M-F 7p-7:30p ---TF--:30 \$275.00 P-3 0.00 NM \$825.00 3 M-F 7-7:30p MAX 1X DAY Spots/Week Start Date **End Date** Weekdays Rate Rating 0.00 10/07/12 ---TF--\$275.00 Week: 10/01/12 МТ----\$275.00 P-3 12 WJXX 10/08/12 10/09/12 FCN News at 7p M-F 7p-7:30p :30 0.00 NM 2 CM \$550.00 M-F 7-7:30p MAX 1X DAY Spots/Week Rating Start Date End Date Weekdays Rate МТ----10/14/12 Week: 10/08/12 \$275.00 0.00 13 WJXX 10/08/12 10/09/12 FCN News at 11pm CM M-Su 11p-11:35p MΓ----:30 2 \$225.00 P-3 0.00 NM 2 \$450.00 M-Su 11-11:35p MAX 1X DAY Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 MT----\$225.00 0.00 14 WJXX 10/03/12 10/05/12 CM M-Su 11p-11:35p --- TF--\$225.00 P-3 FCN News at 11pm .30 3 0.00 NM 3 \$675.00 M-Su 11-11:35p MAX 1X DAY Spots/Week **End Date** Weekdays Rate Start Date Rating Week: 10/01/12 10/07/12 - - - TF-\$225.00 0.00 15 WJXX 10/03/12 10/05/12 **GMJ Sunrise** CM 5-6a ---TF--:30 3 \$60.00 P-3 0.00 NM 3 \$180.00 M-F 5-6a MAX 1X DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 - - - TF- -\$60.00 0.00 16 WJXX 10/08/12 10/08/12 Mon Prime C CM M- - - - -:30 \$1,200.00 P-5 0.00 NM \$1,200.00 10-11p The Glass House Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/08/12 10/14/12 M- - - - -1 \$1,200.00 0.00 17 WJXX 10/09/12 10/09/12 Tue Prime C - T- - - -:30 1 \$1,300.00 P-3 0.00 NM CM 10-11p \$1,300.00 NY Med Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$1,300.00 0.00 18 WJXX 10/04/12 10/04/12 Thu Prime B :30 1 \$2,100.00 P-3 0.00 NM CM 9-10p ---T---1 \$2,100.00 Wipeout Start Date **End Date** Weekdays Spots/Week Rate Rating

Print Date: 10/10/12 13:48:59 Page 3 of 4

WJXX-TV

Order / Rev: 720213

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Advertiser: Romney, M/ RNC

Alt Order #: 06362581

Product Desc: RNC - ROMNEY

Flight Dates: 10/03/12 - 10/09/12

Estimate: 461

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/04/12 10/04/12 \$2,100.00 P-3 \$2,100.00 18 WJXX Thu Prime B 9-10p :30 0.00 NM Wipeout Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 - T- -\$2,100.00 0.00 19 WJXX 10/04/12 10/04/12 Thu Prime C CM 10-11p ---T---:30 1 \$1,500.00 P-3 0.00 NM \$1,500.00 Rookie Blue Start Date **End Date** Weekdays Spots/Week Rating Rate - - - T- - -Week: 10/01/12 10/07/12 \$1,500.00 0.00 20 WJXX 10/05/12 10/05/12 Fri Prime A ----F--CM Fri 8p-9p :30 \$825.00 P-3 0.00 NM \$825.00 Shark Tank Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 ---F--\$825.00 Week: 10/01/12 0.00 21 WJXX 10/05/12 10/05/12 Fri Prime C CM Fri 10p-11p ---F--:30 1 \$1,100.00 P-3 0.00 NM \$1,100.00 20/20 Start Date **End Date** Weekdays Rating Spots/Week Rate --F--Week: 10/01/12 10/07/12 \$1,100.00 0.00 22 WJXX 10/06/12 10/06/12 **GMA Weekend** Sat-Sun 8a-9a ---S-:30 1 \$50.00 P-5 0.00 NM \$50.00 Sat-Sun 8a-9a Weekdays Start Date **End Date** Spots/Week Rating Rate 10/07/12 - - - - S-Week: 10/01/12 \$50.00 0.00 10/06/12 10/06/12 AfternoonCollege FootbattM Fri, Sat-Sun 12p-8r----S-:30 2 \$400.00 P-5 0.00 NM \$800.00 2 AfternoonCollege Football (3:30 PM-7:00 PM) Spots/Week Start Date **End Date** Weekdays Rate Rating ----S-Week: 10/01/12 10/07/12 \$400.00 0.00 24 WJXX 10/06/12 10/06/12 FCN Sat News at 6:30 CM Sat FCN News We----S-:30 \$150.00 P-5 0.00 NM \$150.00 Sat 6:30-7p/7p news after footba Start Date Weekdays Spots/Week **End Date** Rate Rating Week: 10/01/12 10/07/12 ---S-\$150.00 0.00 25 WJXX 10/06/12 10/06/12 Prime College Football CM 758p-1130p ---S-:30 1 \$600.00 P-5 0.00 NM \$600.00 758p-1130p (8:00 PM-11:30 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating - - - - S-Week: 10/01/12 10/07/12 \$600.00 0.00 26 WJXX 10/06/12 10/06/12 FCN News at 11pm CM M-Su 11p-11:35p ---- S-:30 1 \$225.00 P-3 0.00 NM \$225.00 M-Su 11-11:35p Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 - - - - S-\$225.00 0.00 27 WJXX 10/07/12 10/07/12 **GMJ Sunday** CM Sun 7a-730a ----S :30 1 \$20.00 P-5 0.00 NM \$20.00 **GMJ Sunday** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S \$20.00 0.00 28 WJXX 10/07/12 10/07/12 First Coast News On Poi@M First Coast News (-----S :30 1 \$30.00 P-5 0.00 NM \$30.00 First Coast News On Point Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---S \$30.00 0.00 10/07/12 10/07/12 **GMA Weekend** CM Sat-Sun 8a-9a ----S :30 2 \$50.00 P-3 0.00 NM 2 \$100.00 Sat-Sun 8a-9a Rate Start Date **End Date** Weekdays Spots/Week Rating Week: 10/01/12 10/07/12 ----S \$50.00 0.00 10/07/12 10/07/12 This Week 10A CM Sun 10a-11a - eff (---- S :30 1 \$150.00 P-3 0.00 NM \$150.00 1 Sun 10a-11a - eff 6/7 Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 ---S \$150.00 0.00 31 WJXX 10/07/12 10/07/12 FCN Sun News at 6:30 CM Sun 6:30-7p ----S :30 \$175.00 P-3 0.00 NM \$175.00 Sun 6:30-7p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---S \$175.00 0.00 32 WJXX 10/07/12 10/07/12 Sun Prime A :30 \$800.00 P-5 0.00 NM \$800.00 CM 7-8p ----S 1 America's Funniest Home Video Start Date **End Date** Weekdays Spots/Week Rate Rating

Print Date: 10/10/12 13:48:59 Page 4 of 4

Totals

59

\$20,345.00

WJXX-TV

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Alt Order #: 06362581

Romney, M/ RNC Advertiser:

RNC - ROMNEY

Flight Dates: 10/03/12 - 10/09/12 Estimate:

Product Desc:

461

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
32 WJXX 10/07/12 10/07/12		7-8p S	:30 1	\$800.00 P-5 0.00 NM	1	\$800.00
	America's Funniest Home Vide	0				
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	S 1	\$800.00 0.00				
33 WJXX 10/07/12 10/07/12	Sun Prime B CM	8-9pS	:30 1	\$2,300.00 P-3 0.00 NM	1	\$2,300.00
	Once Upon a Time					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	S 1	\$2,300.00 0.00				
34 WJXX 10/07/12 10/07/12	Sun Prime C CM	9-10pS	:30 1	\$1,050.00 P-5 0.00 NM	1	\$1,050.00
	Revenge					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	S 1	\$1,050.00 0.00				
35 WJXX 10/07/12 10/07/12	FCN News at 11pm CM	M-Su 11p-11:35p S	:30 1	\$225.00 P-3 0.00 NM	1	\$225.00
	M-Su 11-11:35p					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	S 1	\$225.00 0.00				